

2019 AAA Global Conference Program (updated on April 15, 2019)

July 12 (Fri)

Registration

Opening reception

July 13 (Sat)

- 9:00-10:30 **Session 1.1 The Development Advertising and Construction of an Original Theory of China Advertising Industry**
- Session 1.2 Virtual & Augmented Reality and 360-Degree Videos (Moderator: Barb Phillips, University of Saskatchewan)**
Did You Notice the Ads? Testing the Effectiveness of Embedded Advertising in VR Game for Game Players and Viewers
"It's So Real!" Understanding the Interaction and Context Effects of Augmented Reality Advertising
The Restart of Embodied Cognition in Advertising Communication
- Session 1.3 Development of the Advertising Industry in China (Moderator: Meilin Sun, Central University of Finance and Economics)**
A Brief Study of the Public's Influence on the Development of the Chinese Advertising Industry — From a Development Advertising Perspective
The sense-making logic of the institutionalization in China's advertising industry
The Emergence and Extinction of "Local Advertising Company" — Logic of The Change Of Macro System in China's Advertising Industry
Advertising Contents of People's Daily (2006-2016) and Their Value Orientations
- 10:30-10:45 coffee break
- 10:45-12:00 Keynote session
- 12:00-13:30 Lunch
- 13:30-15:00 **Meet-the-Editor session (Moderator: Jisu Huh, University of Minnesota)**
- 15:00-15:15 coffee break
- 15:15-16:30 **Session 2.1 Striving for the Synergy of Branding and Selling: The Chinese Experience**
- Session 2.2 Native Advertising (Moderator: Fuyuan Shen, Penn State)**
Impacts of Ad Congruence and Advertising Skepticism on the Effectiveness of Covert Advertising in WeChat Official Accounts
The Differentiated Effect of Native Advertising Appeals on Consumer Engagement in SNS
Unguarded against Persuasion and Willing to Share: The Effect of Chronic Regulatory Focus on Consumer Responses to Native Advertising
- 16:30-16:45 coffee break
- 16:45-18:00 **Session 3.1 Latest Studies on Public Services Advertising: Executions and Effectiveness**
- Session 3.2 Advertising Research Trend Analysis (Moderator: Xuejun Shi, Peking University)**
Focus Issues and Coding Analysis: A Content Analysis of Western Advertising Research in 2016—2017
The Divergence of Advertising Research Between China and America in the Digital Age
Knowledge Atlas Analysis on the Current Research Situation of Advertising in China

Session 3.3 Green Advertising (Moderator: Tom Reichert, University of South Carolina)

Are green ads effective changing ad and brand attitudes? Evidence from experimental research

Referent Disclosure and Confirmation Bias in Comparative Green Advertising

The Conditional Indirect Effects of Personal Relevance and Temporal Framing on Pro-environmental Behavioral Intentions through the Mediation of Risk Perception: Evaluating the Ads about Takeaway Plastic Food Container Hazard in China

18:00 Gala dinner

July 14 (Sun)

8:30-10:00 **Session 4.1 E-commercial Marketing in the Context of New Retailing**

Session 4.2 Emerging Issues in Smart Advertising (Moderator: Ya Lee, Peking University)

Instrumental Rationality And Value Alienation : The Critical Investigation Of Precision Marketing In The Era Of Artificial Intelligence

Arts Marketing in the terms of Creative Communication Theory

Reinterpretation of Advertising Trust ——On the research dimension of digital advertising trust

The Application of Netnography in Marketing Communication Research

Session 4.3 Advertising Message Appeal Effects (Moderator: Jooyoung Kim, University of Georgia)

Facing the Risks: How Emotional Messages Facilitate Feeling of Control

The Impact of Guilt and Shame in Charity Advertising: The Role of Self-Construal

The Impact of Scientific Information and the Authenticity on Consumer Attitudes in Advertisement

10:00-10:15 coffee break

10:15-11:45 **Session 5.1 Digital Technology and the Development of Advertising**

Session 5.2 Brand Sponsorship Effects and Influencing Factors (Tianfu Wang, Montclair State University)

Consumer Inferences of and Response to Sponsored Instagram Posts: An Exploration of the Roles of Source Motives, Source Credibility and Sponsorship Disclosure

Leveraging Sponsorships Partnered with Fitness Mobile Apps: Effects of Functional Congruence and Incentive Type

The Impact of Fake News on Its Sponsor's Brand Trust

Session 5.3 Advertising for Health and Well-Being (Moderator: Taylor Jing Wen, University of South Carolina)

Harnessing healthy eating habits via social media presentation: prevention vs. promotion

Evaluation and Impact of Meme Use in a Social Marketing Campaign

The Third Person Effect and Perceived Threat of Health and Environmental Issues in Differing PSAs

11:45-13:30 Lunch

13:30-14:45 **Session 6.1 Advancing Advertising Research in China: Current Status, Future Directions and International Perspectives**

Session 6.2 Exploring New Approaches to Old Questions (Moderator: Sela Sar, University of Illinois)

What to Buy when the American Dream Fails? Downwardly Mobile Consumers are Attracted to Advertisements Appealing to Cultural Capital

Cultural Orientation of Long-tailed Traffic of Programmatic Buying
Dose Advertising Catalyze Information Seeking Online? A Time Series
Analysis of the Impact of Advertising Volume on Google Search Volume

Session 6.3 Consumer-Brand Engagement on Social Media (Moderator: Mengtian Jiang, University of Kentucky)

Examining Young Chinese WeChat Users' Brand-Following Behaviors: Antecedents and Consequences

Media or Community? Impact of Interaction Content on Consumer Engagement with Brands in Social Media

Effects of Attractiveness, Sponsorship and Product Type on Consumer Responses to Brand Selfie on Social Media

14:45-15:00 coffee break

15:00-16:15 **Session 7.1 The Intelligence Advertising in China: The Perspectives of Academics and Practitioners**

Session 7.2 Mobile Advertising (Moderator: Jing Yang, Loyola University Chicago)

A Natural Field Experiment on the Effectiveness of Real-Time Mobile Messaging

Why Smartphone Users Are Willing to Share Personal Information Through Mobile Health Apps: Perceptions of Government, Non-for-Profit, and Commercial App Sponsors

The Impact of the Spinoff App Adoption

Session 7.3 Understanding Consumers in Today's Digital Media World (Moderator: Wonsun Shin, University of Melbourne)

Internet Adoption Trends and Online Purchasing Behavior in Ultra-Orthodox Community

The Phenomenon of One-Person Media: What Do Users Look for and What Matters?

Self-Presentation On Social Media - When Self-Enhancement Confronts Self-Verification

July 15 (Mon)

Morning Tech company visit

Afternoon Tour of the Summer Palace

July 16 (Tue)

All Day Optional Offsite Tour: \$120 US per person

The Mutianyu Great Wall(with round way cable car), The Forbidden City, Tiananmen Square, Popular local restaurants(Lunch)